

BUSINESS

AIR TRANSPORTATION

SPECIAL

THE AIR MAGAZINE FOR THE BUSINESS EXECUTIVE

JUNE, 1955

Vol. 26, No. 6

AIR FREIGHT

FORWARDING

ISSUE

In this issue:

Let's Get Rid of Those Bottlenecks

How Air Freight Forwarders Cut Airline Costs

There's an Art to Forwarding by Air

One Call, One Responsibility

All for One and One for All

How We Did It

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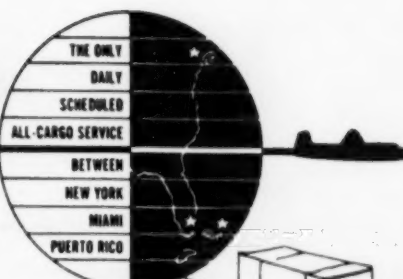
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VOL. 26

JUNE, 1955

No. 6

German Transatlantic Flights Start June 9

NEW YORK—Deutsche Lufthansa will revive its position in international air commerce when it opens its transatlantic service between Hamburg, Germany, and New York with the arrival of its first *Super Constellation* on June 9th. It will depart for home the same day.

Flights will be on a two-a-week basis during the first week, increasing to three



Lufthansa's first *Super Constellation*

the following week, and four the week after. In July, a total of six round trips a week will be operated.

Ted Ostermann has been appointed sales manager in the United States.

All International Air Freight Forwarders Will be Probed

WASHINGTON, D. C.—With the five-year trial period of the international air freight forwarders due to expire on August 24, the Civil Aeronautics Board will conduct a formal investigation to determine what the international forwarders' future will be. Parties to the proceeding will be all holders of an effective Letter of Registration as an international air freight forwarder, all applicants for such a Letter, and the Railway Express Agency.

The Board also revealed that the investigation will include consideration of the extent to which it should regulate foreign indirect air carrier operations.

The CAB said that in order to determine a sound regulatory policy for the future, a "thorough inquiry is required at this time into all matters relating to and concerning services of air carriers indirectly engaged in overseas and/or foreign air transportation of property." Meanwhile, the Board is instituting a rule-making proceeding to extend the effectiveness of Part 297 of the Economic Regulations until 60

days after disposition of the probe.

Holders of Letters of Registration will not need to file applications for renewal of their respective authorizations, the Board stated. They will "automatically be considered as applicants for authority to engage indirectly in overseas and foreign air transportation if they make a due showing." Said the Board:

"All interested parties will be afforded an opportunity to present their views and any relevant data relating to the subject matter of this proceeding."

3 Cargo Airlines Are Allowed To Haul Experimental Mail

WASHINGTON, D. C.—The Flying Tiger Line, Riddle Airlines, and Slick Airways have been exempted from Title IV of the Civil Aeronautics Act of 1938 and now are permitted to fly first-class and other preferential surface mail on a non-priority and space-available basis. The Civil Aeronautics Board, which issued the announcement, stated that no subsidy would be paid the all-cargo airlines while participating in the Post Office experiment, and that "the carriers themselves have asked for nothing more than a service rate of pay for such operations."

The United States Court of Appeals has sealed the three lines' authority to fly first-class mail by validating the CAB decision. This will be the first time since passage of the Civil Aeronautics Act in 1939 that an airline other than a passenger carrier has received approval to haul mail.

Meanwhile, Robert W. Prescott, FTL president, said that his line would haul subsidy-free air mail if the CAB would assure him that Tiger would have parity rights "if the time comes when the Big Four must go back to subsidy." American, United, TWA, and Eastern are commonly recognized as the Big Four.

Contrary to certain published reports in the daily press, none of the three exempted airlines has, up to this writing, hauled a single pound of the experimental mail.

Late in 1953, the CAB turned down similar applications of Riddle, Slick, and Tiger for exemption. When, in the interim, the Postmaster General extended the experiment, even to the point of using local

service carriers, the freight carriers reapplied. They placed stress upon their contention that all-cargo type of operations can be of significant value to the Post Office in conducting and evaluating the test. Reexamination of the problem by the Board brought the exemption order. The Board (with the exception of Member Chan Gurney, who filed a dissenting opinion) said that it saw no danger "that any diversion of surface mail from the presently participating trunklines will result in subsidy to them."

The exemption to Riddle does not include its route to San Juan, Puerto Rico.

The 3¢-mail-by-air experiment has already saved American businessmen more than \$½ billion, according to the latest data released by the Post Office Department. Begun in October, 1953, to test the feasibility and cost of transporting first class mail by the fastest means available, the experiment is now being operated between nearly 200 cities. Mail flown experi-

IATA Will Meet in N. Y.

NEW YORK—The International Air Transport Association's eleventh annual general meeting will take place in the Waldorf-Astoria here. The session will run from October 17 through 21.

Top executives of 72 member airlines flying the flags of some 50 countries will attend. Juan T. Trippe, president of Pan American World Airways, will take office as president of IATA on the first day of the session. He succeeds Max Hymans, president of Air France.

The only previous session in this country took place in San Francisco five years ago.

Airwork Ups Flights

NEW YORK—Airwork Atlantic has increased its two-a-week transatlantic all-cargo flights to three. The British carrier's airfreighters now leave Idlewild every Tuesday (11 p.m.), Thursday (11:30 p.m.), and Saturday (10:30 p.m.). West-bound flights depart from London on Sundays, Wednesdays, and Saturdays. The Thursday flight from New York calls at Montreal.

mentally between New York and Chicago has saved a total of 5½ billion hours; between New York and Florida, and between Washington, D. C., and Chicago, 1.7 billion hours each. Recent figures have shown that for each ton of mail airhailed between New York and Chicago, the Post Office receives \$2,314, of which \$134.66 are paid to the airlines.

5 C-46s, 4 DC-4Bs Join Riddle Cargoplane Fleet

MIAMI—Nine airfreighters, five of them C-46s and four DC-4Bs, have been purchased by Riddle Airlines. The twin-engined aircraft were purchased from Resort Airlines, and the four-engined planes from Capital Airlines (three) and Los Angeles Air Service Company.

The C-46s will join Riddle's present C-46 fleet operating between New York, Miami, and San Juan. The transports purchased from Capital have been leased back to the passenger airline for a short period, then will go into Riddle service. Riddle's fourth DC-4B already is in military charter service in Operation Dewline in the Far North.

Pan Am Seeks Polar Route

WASHINGTON, D. C.—The CAB's permission to fly the transpolar route to Europe, from Los Angeles, San Francisco, Portland, and Seattle, has been asked by Pan American World Airways. Colonel Clarence M. Young, Pan Am executive vice president, stated that the airline would operate over a route approximating the Great Circle course.

Scandinavian Airlines System is the only carrier flying between Los Angeles and Scandinavia via the Arctic route. Canada will soon be represented in transpolar operations, and an Anglo-American agreement permits a British airline to fly between London and San Francisco and beyond. Pan Am would use DC-7C equipment on the proposed route.

Britain-Ireland Air Ferry

Silver City Airways, the British independent which pioneered the world's first air ferry of vehicles, has extended its service to link Great Britain with Northern Ireland. The carrier, which flies Bristol *Freighters* in this service, operates seven routes from England to the Continent. In a half-dozen years, traffic has risen from 70 cars a year to 42,500 vehicles and 110,000 passengers in 1954.

VARIG Bows In Aug. 5

NEW YORK—VARIG Airlines' first southbound flight is scheduled for August 5, it was learned here. The Brazilian carrier will begin its interamerican service with a fleet of three *Super-G Constellations*. George P. Braender, United States sales manager, reported. Route from New York to Buenos Aires will be via Belem, Rio de Janeiro, Sao Paulo, and Montevideo.

PNA Okays *Connies*

SEATTLE—Extensive temperature and freight checks on its newly acquired *Constellation* equipment have been completed by Pacific Northern Airlines. According to Les Greening, PNA cargo sales manager, the checks showed that the *Connie's Speedak* "is the most ideal method for transporting fresh meat and poultry to Alaska," its open pit design affording "rapid and easy access to loading and unloading."



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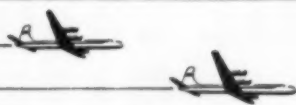
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Air Charters

DYSON AIR FREIGHT reports that much of the transatlantic and transpacific charters are of an emergency nature. West-bound commitments over the Atlantic, especially from the Indian area, will be heavy for the next few months, which should bring down Eastbound rates, at least for this period.

Air Freight Forwarders

Air Express International: C. L. Gallo, president, announces that the company's new domestic air tariffs have been put into effect. AEI's domestic air sales and operations staff, under George Dart, domestic sales manager, was recently expanded.

Emery Air Freight: Twenty-five minutes after Parke-Davis & Company, Detroit, signed its license, it started shipments of the now historic Salk polio vaccine via Emery. All shipments—they were destined to 19 cities coast to coast—were delivered in approximately 14 hours. Emery also has completed its job of distributing nationally the Salk vaccine for Pitman-Moore Company, Indianapolis.

Have you seen Emery's new newsletter? It's a breezy, informative affair.

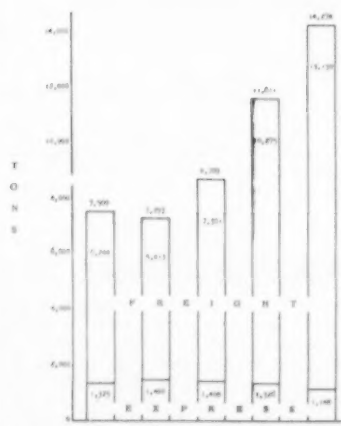
Airports

San Juan's new \$15 million international airport at Isla Verde was dedicated last month. Air operations have been moved from the Isla Grande Airport.

Stanley Gewirtz, assistant to the president of the Air Transport Association, told members of the Junior Chamber of Commerce of Asheville, North Carolina, that the poor record of air traffic to and from that city was the result of an inadequate airport.

(Continued on Page 8)

SEATTLE-TACOMA INTERNATIONAL AIRPORT
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1950-1954



1950 through 1954—how air freight and air express stacked up at Seattle-Tacoma International Airport.

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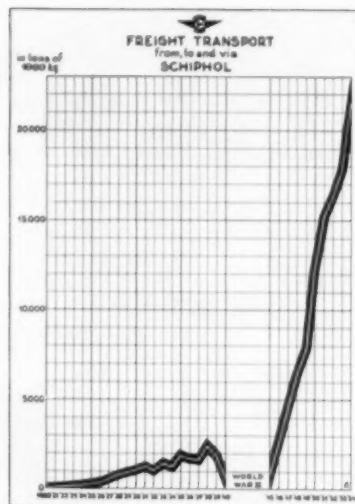
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PAGE 8—AIR TRANSPORTATION—Air Commerce



1920 through 1954—a graphic picture of
air freight at Schiphol Airport, Am-
sterdam, Holland

The Oklahoma City Chamber of Com-
merce has proposed the establishment of
civil-military air cargo facilities on Will
Rogers Field.

Cargoes

Northwest: Knocked-down two-passen-
ger plane, 21½ feet long, weighing 875
pounds (St. Paul-Anchorage).

Panagra: First grapes—more than a
half-ton—to be airtexported by Peruvian
shippers (Lima-Panama) . . . First mats
of pages of *New York Times* International
Edition, printed in Lima and distributed
in that city (New York-Lima).

Northwest: Hundreds of pounds of
emergency antibiotics (New York-Manila)
to ease the misery of Philippine earth-
quake victims.

Riddle: One hundred and fifty tons of
northbound agriculturals shipped in a sin-
gle week from Florida has set a new air-
lift record for the state, as well as for
the carrier (Florida-New York).

Seaboard: Thirty-five thousand baby
chicks (New York-Athens) flown as part
of the United States-sponsored chicken-
raising program in Greece.

Swissair: Seven tons of Cinerama
equipment (New York-Paris). The 136
odd-sized pieces were loaded into the
cargoplane in three hours. Shipper: Robin
International. Forwarder: Universal Trans-
continental.

**Civil Aeronautics
Board**

Authority to continue operating
scheduled flights from six Florida points
(Stuart, West Palm Beach, Orlando,
Palatka, Tampa, St. Petersburg) until 60
days after the final decision in the pend-
ing Air Freight Case, has been granted
Riddle Airlines.

The Eastern Air Lines-Colonial Air-
lines control proceeding has been dis-
(Continued on Page 10)

AIR TRANSPORTATION

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October, 1942



AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post, as well as using the domestic and international air mail services. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarders, and business flights.

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Net circulation of this issue (not including distribution to advertising agencies, advertising prospects, public relations firms, newspapers, and magazines; special distributions for promotional purposes; and cash sales) totals 7,868 copies. Gross circulation is more than 8,500 copies. This issue will be received by a minimum of

6,653 shipping and business executives, including:	525 airline executives and other personnel
2,689 traffic managers	110 military personnel (principally MATS)
854 presidents; partners; proprietors	7 banks
40 vice presidents	17 insurance firms
17 secretaries; treasurers; controllers	89 trade organizations
561 freight forwarders	196 Federal, state, and city government departments
252 export-import managers	94 educational institutions and students
394 purchasing agents	60 business and public libraries
1,027 aviation department heads of commercial and industrial firms	53 foreign governments
94 general and sales managers	53 aircraft and aircraft equipment manufacturers
725 shippers awaiting sub-classification	12 miscellaneous

The most recent study of *Air Transportation's* circulation has shown a pass-along of each issue to 3.45 persons, or a total readership of 4.45 persons per copy. On this basis, this issue of *Air Transportation* will be read by a minimum of 35,013 persons. The latter figure does not include readers not classified under "net circulation."

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PAGE 10—AIR TRANSPORTATION—*Air Commerce*

missed by the CAB. Said the Board:

"We are satisfied from a review of the record that the Examiner's finding and conclusion that Eastern's control of Colonial has been terminated is fully supported by substantial evidence in the record considered as a whole."

President Eisenhower has approved the CAB authorization extending Braniff International Airways' Latin American route northward from Havana to Miami. Decision has been deferred on the question of whether the Board should order a compulsory interchange of equipment between Eastern Air Lines and Braniff.

Commercial Aircraft

United Air Lines' most recent order for 15 Douglas DC-7s and 11 DC-6Bs (cost, \$42½ million) makes the airline's total aircraft on order a whopping 43 (total cost, \$64.8 million). Previous transports on order include two DC-7s, 10 DC-6Bs, five DC-6As.

Here are the details of Northwest Airlines' \$29 million order with Douglas: eight DC-7Cs (\$2½ million each, with spare parts), and six DC-6Bs (\$1½ million each, with spare parts).

Donald W. Douglas, president of Douglas Aircraft Company, Inc., recently reported that his company expects to build both jet and turboprop transports. Both types will be in airline service by 1960, he said.

Latest lot of Convair-Liners (Model 340B) has been released for manufacture. First call on them will be by Continental Air Lines, REAL, and the United States Air Force.

Trans-Australia Airlines has ordered three additional Vickers Viscount 700Ds. These will give TAA a total of 10 Viscounts.

ACTA reports that "the reworked C-46, to meet performance standards set by CAB for continued transport use, is on a tour of the United States for inspection by officials, officers, and airlines." Following completion of flight tests, the twin-engined transport flew nonstop from Burbank to Washington, D. C.

Zantop Air Transport, which hauls auto parts from Detroit to assembly plants in Cleveland, Norfolk, Wilmington (Delaware), Atlanta, and other cities, has purchased a C-46F airfreighter from L. B. Smith Aircraft Corporation.

Military Transport

The giant Lockheed C-130A Hercules (see February AT) has made its maiden flight. The 54-ton turbo-prop airfreighter took off after a run of only 800 feet, an unprecedented feat for a big plane, landing in an even shorter distance. It can lift up to 20 tons of cargo. According to reports, the ship was designed to haul cargo at a cheaper ton-miles cost than any other transport in the air today.

Materials Handling

Signode Steel Strapping Company, Chicago, Illinois, has acquired all patents and licensing agreements of the Addison-

Semmes Corporation, Racine, Wisconsin, for the manufacture of expendable fibre-board pallets. Signode reported that it will establish a new department to handle the sale and development of the products, to be known as Signode Addison-Semmes Pallets. Ray E. Frase, Addison-Semmes vice president, will serve Signode next year as a full-time consultant on sales and technical matters. Users of these pallets will continue to get them from their regular suppliers.

New Offices

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Winnipeg—Room 203, Childs Building, 211 Portage Avenue; A. Wallace Owen.

KLM

Atlanta—Room 226, Chandler Building; Mrs. Jean Pace.

Cincinnati—4th and Walnut Streets; Mrs. Marie Morshauser.

Houston—911 Walker Street; Ann Hammond.

Kansas City, Missouri—15 West 10th Street; Dorothy M. Larkin.

Milwaukee—740 North Plankinton Avenue; Mrs. Helen Bateman.

Minneapolis—602 Marquette Avenue; Luella Fay Knebel.

Pittsburgh—508 Grant Street; Martha E. Burkle.

NORTHWEST

Atlanta—Atlanta Journal Building; Royel E. Vreeland.

Dallas—Southland Building Annex, 209 Brawder Street; Robert E. Nice.

Congratulations

United States Airlines

Capital: J. H. Carmichael reelected president. Also reelected: Raymond G. Lochiel, vice president-treasurer; James W. Austin, vice president-traffic and sales; J. B. Franklin, vice president-operations; Robert J. Wilson, vice president-personnel and properties; Hayes Dever, secretary and director of public relations; Charles Murchison, chairman of the Board's Executive Committee.

Delta-C&S: C. E. Woolman, president and general manager, who completed his third decade as general manager of Delta.

Eastern: Frank Miranda appointed special representative for the West Indies Sales Department.

Flying Tiger: George M. Messenger named vice president-maintenance . . . W. E. Bartling, formerly vice president-operations, now vice president and assistant to the president . . . Frank Lynott (ex-Slick) appointed director of freight operations; K. A. Marietta, director of surplus sales; Douglas Smith, director of general traffic office; Ed Hembree, director of air freight stations; Jack Martin, director of crew control; Al Penrose, director of maintenance training; Jack Lippert, director of production control.

Northwest: B. J. Talbot promoted to director of sales development . . . Oliver V. Mahan, Jr., named district sales manager at New York.

(Continued on Page 33)

From London comes an enlightening picture of the freight forwarder and his relationship to air transportation. The author, basing his thesis on long experience with the international market, says:

Let's Get Rid of Those BOTTLENECKS

By K. N. SMITH

Manager, Aviation Department

E. A. Gibson & Co., Ltd., London

(Correspondents of Meadows, Wye & Co., Inc., New York)

THERE IS OFTEN much conjecture about the development and future of civil aviation and, although it is obvious that the technical progress of aircraft and the equipment used in them will result in bigger, better and faster machines, it is difficult to forecast with any degree of certainty the commercial picture of, say, 10 or 20 years hence. Definite trends in air transportation are not easy to anticipate and, although much has been done during the last eight years which has resulted in the volume of business in both passenger and cargo traffic increasing by leaps and bounds, operators are constantly seeking further means of expanding their business. In their attempts to do this, both operators and brokers have had to surmount enormous problems.

Apart from the difficulty of selling a costlier form of transport for a far wider range of goods, there are many obstacles outside of the purely commercial problem which add to the difficulties of expanding air transport. Many people inside the business are aware that its development is often hampered by its own machinery and this fact is becoming more widely known among the users of air transport. A great deal has been talked about the freedom of the air, but such remarks are usually confined to those not actively or fully employed in the business who do not realise that it in no way compares with



K. N. Smith

the parallel in shipping of the freedom of the seas.

Air transport can be divided into two categories which correspond roughly to the difference in shipping between conference lines and tramp ships. In Britain we have a very thriving aircraft charter business which is entirely due to the efforts of private enterprise. It owes much of its development to the

foresight of some of the members of the Baltic Mercantile and Shipping Exchange who founded an aircraft chartering market some eight years ago with the object of providing a world clearing house for coordinating the movement of aircraft with the groups of passengers or cargo seeking transportation. London is the home of commercial exchanges and its shipping market has existed for several hundred years.

Most of the ventures have been slow to develop, and consequently the Air Brokers Association within the Baltic Exchange was not particularly dismayed when progress was slow. There were various reasons for this, such as the shortage of suitable aircraft, uncertainty of the user in the reliability of charter operators, and general lack of knowledge of what air transport could offer. Many of the aircraft were virtually obsolete and, because return loads were largely non-existent, rates quoted were often far too high for the average charterer.

In the early days, fixtures on the London market were very scarce and, apart from a very short peak season between June and August, the backbone of which involved the movement of fruit from Spain and Italy to the United Kingdom, there was very little other activity. Very gradually confidence in the privately owned operators was built up, with the result that from a situation

(Continued on Page 20)

There's an Art



1 First comes the sales job. Here one of Emery's representatives shows a prospective client how hidden savings can cut his shipping bill and provide superior service to his customers.

Since its inception in August, 1946, when revenues for that first short year totaled only \$30,500, Emery Air Freight Corporation has established for itself a strong and enviable reputation among shippers and carriers alike. Mute testimony to this fact is last year's revenue figure of \$5,384,000 from domestic air shipments. Emery has perfected a technique which provides a supply belt moving from origin of raw or unassembled materials to manufacturer to consumer. This picture story illustrates how a fully integrated organization, marrying modern equipment to transportation know-how, performs a first-rate air freight forwarding service for any or all of three links in the chain.



2 The salesman is successful. (Left) Initial business involves a shipment destined to Kansas City. The New York Terminal receives request for pickup—the company handles about 20,000 pickup calls a month—and prepares proper routing for shipment.



3 The pickup is made . . .



4 . . . and shipment is loaded aboard scheduled airfreighter (left) at La Guardia Airport.



5 This particular flight is via Chicago. Emery's office in the Windy City is alerted by teletype. Twelve thousand such alerts are transmitted each month.

to Forwarding by Air



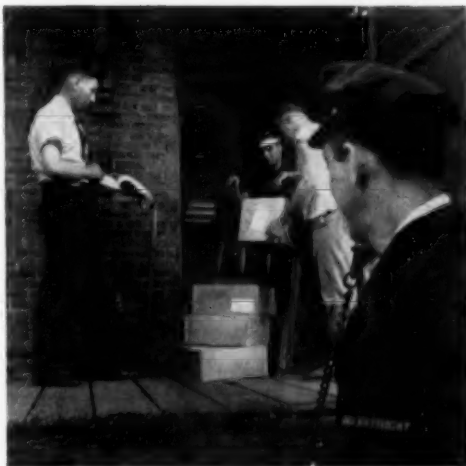
6 Alerted by New York, Chicago makes arrangements (left) to transfer the consignment from one airline to another departing for Kansas City. This will be only one of the 10,000 transfers made every month.



7 Once more the alert. This time it is Chicago flashing the information to Kansas City. The message is shown being flashed through Emery's communication control center in Chicago.



8 Company truck waits for the shipment (left) at Kansas City.



9 ... and makes delivery to consignee.



10 Shipper has asked for confirmation of delivery. Kansas City (left) teletypes message to New York.



11 Armed with all the necessary information, New York informs the customer that his shipment has been delivered, the exact time delivery was made, and the signature of the individual accepting it. Mission accomplished!

What is the CBFAA? What is its position in the shipping industry?
What is its relationship to the development of international air commerce?
Here are some straight-from-the-shoulder remarks by the internationally-known leader of the forwarding industry's biggest and most virile organization.

ALL FOR ONE And One for All

By MARTIN A. KERNER

*President, Customs Brokers & Forwarders Association of America, Inc.
President, Heemsoth-Kerner Corporation*

IN ORDER TO UNDERSTAND and appreciate what follows, it is necessary first to comprehend just what a foreign freight forwarder and customs broker is, and the purposes and functions of his national organization, the Customs Brokers & Forwarders Association of America, Inc.

A foreign freight forwarder and broker is a man who has specialized in all phases of international shipping and the services and industries connected therewith. He must be expert in many collateral fields of endeavor, such as packaging, cartage, storage, cooperage, weighing, lighterage, domestic and foreign rail and water transportation, insurance, ocean transportation, banking and cost accounting.

Although he may employ specialists in many of these lines, it is essential that he have a thorough knowledge of all of these skills, since he, like a quarterback in football, is the one who must call the signals and coordinate the individual efforts into one smooth-running operation.

In the days prior to any Government regulation and registration with the Federal Maritime Board, as now required, responsible firms in the field banded together in the Customs Brokers & Forwarders Association of America, Inc., in order to enforce proper ethics in the industry and, in the words of the by-laws of the Association, "to endeavor to maintain a standard of efficiency that will tend to protect the interests of both the clients and the

Government by aiding in the fair, reasonable and equitable administration of tariff and maritime laws and regulations . . . and further . . . to guard the profession against the admission of unqualified or unfit candidates."

All applicants for membership are thoroughly screened and investigated as to character, experience, and responsibility prior to acceptance. Also as a condition of membership, appli-

cants must agree in writing to abide by the by-laws and code of ethics of the Association. Many applicants fail to meet the rigid requirements and are rejected.

Even after acceptance into membership, the precautions are not relaxed. Any member who is accused of improper conduct or violation of the by-laws or code of ethics may be called before the Executive Committee for hearing to face his accusers and present evidence; and, if found guilty, may be censured, suspended, or expelled. Since the members of the Executive Committee are all prominent experts of long experience in the field, such hearings are eminently fair and impartial, and frivolous or fictitious charges or defenses are speedily detected. It is a tribute to the care used in selecting members that the occasions for disciplinary action have been very few.

Its Washington Committee is constantly in touch with all branches of Government.

Because its principles are so well-known in foreign trade circles, the CBFAA is constantly consulted by Government agencies in connection with proposed new laws and regulations.

(Continued on Page 23)



Martin A. Kerner

How Air Freight Forwarders Cut Airline Costs



J. D. McPherson

By J. D. McPHERSON

President, Airborne Flower & Freight Traffic, Inc.

President, Air Freight Forwarders Association

THE FULL UTILIZATION of the air freight forwarder by the direct air carriers is the key to the success of the air freight industry.

In a recent issue of *Time*, the air freight industry was described as "sick." Not long ago *Barron's* published an article entitled *Air Cargo Big Post-War Growth Has Slowed to a Standstill*. Despite the fact our company has pioneered the air freight industry since its inception, we subscribe to the stand that both of these articles are basically correct.

The most important reason for this condition is brought about because the direct carriers will not fully accept the forwarder and utilize him as a method of making profits. The air freight industry is "sick" only because the air freight industry has not proven to be a money-maker. No matter what the potential, no matter what the future of an industry, the individual companies within it must make a profit. In my opinion, on a fully allocated cost system, most of the domestic airlines have not made money, but rather have lost on their air freight.

The important thing is: are we smart enough in the industry to solve this problem? It can be done through the reduction of costs.

We cannot raise the rates further without cutting revenue and load factors excessively. Since the last rate raise in November, 1953, a great per-

centage of business formerly moving by air has been pushed back to surface transportation. A good example of this can be found in the flower business out of California. Since this November, 1953, raise in cut flower rates, the volume of cut flowers from Los Angeles by air has decreased approximately 47%. This freight is still moving, but mostly by rail express. Truck movements, too, have come into existence, and today you will find refrigerated trucks hauling flowers out of this market on a regular basis.

Cut Flowers

There are many in the air freight industry who will remember the importance of cut flowers in the pioneering days of air freight. I am one who will go so far as to say that the development of air freight would have been delayed many years if it had not been for this commodity which lent itself as a natural for the important Eastbound "return haul." With the advent of the DC-6A into air freight and the other large planes with greater carrying capacity, flowers take on a newer and even greater importance in the future development of the profitable air freight business.

In the air freight industry it is pretty well agreed that it may be several years before we get the all-cargo airplane we have dreamed of to cut direct operating costs and allow a reduction in rates. Where, therefore, can we turn now to find the profits needed to build a strong industry? Only one place—reduction of indirect costs.

To bring out the above point more forcefully, I wish to bring to the readers' attention some of the figures sub-

mitted in connection with the Civil Aeronautics Board's Show Cause Order wherein they increased the air freight rate minimum by approximately 25% in the Fall of 1953. In this connection, I refer to CAB Order E-7735 adopted September 21, 1953, in Docket No. 1705, (the Air Freight Rate Case), Appendix A of this order showed an *Analysis of Cost of All Cargo Operations for Selected Carriers in Cents Per Available Ton Mile 12 Months Ended June 30, 1953*. This information was obtained from the Form 41 reports filed by the principal freight carriers with the Civil Aeronautics Board. I quote the report's figures on the costs of the C-46 operation for the two transcontinental all-cargo carriers, Slick Airways and the Flying Tiger Line:

Carrier	Description	Amount	¢ Per A.T.M.
Flying Tiger	Flying operations	\$2,652,352	5.51
	Direct maintenance	1,383,756	2.88
	Depreciation—flight equip.	168,184	0.35
		4,204,292	8.74
	Ground and indirect maint.	380,865	0.79
		4,585,157	9.53
	Other ground and ind. exp.	1,711,735	3.56
	Total operating expense	\$6,296,892	13.09
Slick	Flying operations	\$2,978,248	6.20
	Direct maintenance	1,075,668	2.26
	Depreciation—flight equip.	78,917	0.17
		4,132,833	8.60
	Ground and indirect maint.	363,844	0.76
		4,496,677	9.45
	Other ground and ind. exp.	2,440,175	5.13
	Total operating expense	\$6,936,852	14.58

(Continued on Page 26)

Why is the air freight forwarder performing a valuable service? In addition to various economies for the shipper, the forwarder adds the convenience of . . .



Charles L. Gallo

One Call, One Responsibility

By CHARLES L. GALLO

President

Air Express International Corp.

AT A HEARING before the Civil Aeronautics Board concerning air freight forwarding, one of the representatives of the forwarders stated very succinctly the basic reason for forwarding operations. He pointed out that a forwarder could ship a small package to the West Coast for a New York garment manufacturer at about a fifth of the rate the carrier would charge for the package as cargo.

"It is this low minimum rate," he said, "available because the forwarder can take advantage of a carrier's tariff spread, which makes such great savings to the shipper possible." He added that it is this greater economy "which is generating an air freight market which couldn't exist otherwise."

Confirmation

No one would expect anything but a laudatory statement from the forwarder's own representative. But the statement is a good summation of the need for air freight forwarders. Its truth is attested to by the unbiased statistics compiled by the Department of Commerce and others. It is confirmed by such statements to the press as that of

John Muhlfeld, president of Airwork Atlantic, on the inauguration of their regular and frequent all-cargo transatlantic flights. Mr. Muhlfeld said, "Airwork expects freight forwarders to account for 70% to 80% of the company's volume." He added:

"It is our belief that the air cargo industry must look to the forwarders as the natural means of selling its service. It is in fact *the only way we can get complete sales coverage.*"

AEI Agreements

In the case of our own firm, Air Express International, recognition of these facts by the industry found expression in the agreements recently concluded by our firm with two important domestic carriers, Capital Airlines and United Air Lines. These agreements provide for the exchange of documents and the through movement of shipments from offices of both airlines in selected key cities in the United States to connecting overseas carriers with AEI's tariffs and expediting procedures and with the entire move—domestic and overseas—under AEI responsibility. Extension of the agreement to the entire country

awaits only the setting up of administrative procedures.

The shipper may say, "Generating an air freight market which didn't exist before may be of interest to airlines. How does it mean anything to me?"

This function of the air freight forwarder does indeed have important meanings for all air shippers. Because, in the course of generating new air freight cargo, the forwarder, like any firm presenting its merchandise or service, must make it attractive to the prospective purchaser. He must offer something not previously available to the shipper to prove that there is a reason for his existence; he must move the shipper's goods faster, at a lower tariff, or exhibit other facets of service that appeal to the shipper.

Consolidation

The consolidation of shipments for a number of firms is the forwarder's means of offering any or all these advantages. As the forwarders' representative pointed out in Washington, the utilization of the carrier's tariff spread makes this possible. Arranging for vol-

(Continued on Page 30)

CONTROL BOARD shows at a glance the availability of airfreighters in international service. Carriers are indicated at top of board; dates at either side. Space devoted to each airline is subdivided by three columns, respectively representing point of origin, point of destination, and offline points served or offered. Differently colored discs placed on control board have specific meanings: red, Eastbound; green, Westbound; white, transpacific offerings (of which there are relatively few), Eastbound or Westbound. The busy gentleman at the telephone is William H. Clark, Dyson Air Freight manager.



HOW WE DID IT

IT IS SELDOM that corporations have the opportunity to "earn while learning," or vice versa. Many individuals do enjoy such an advantage, but a going concern normally does not anticipate this caliber of assistance when embarking on a new venture. Yet that has been the happy experience of our organization.

We were pioneers in air forwarding in the days of the Rubber Development Corporation, and in the handling of co-mat for the airline when TACA was forming. Many export air shipments in those days posed as much of a problem for the carrier as they did for the shipper.

New Division

In May of 1947, the company established a separate division which has been known ever since as Dyson Air Freight. This division, with its depot, personnel, trucks, etc., has functioned as air freight forwarder or cargo agent in behalf of hundreds of shippers. The first shipment comprised a two-pound sample of cocoa from New York to London. This was followed by films to Amsterdam, dogs to Colombia, samples of

By **WILLIAM H. CLARK**

Manager
Dyson Air Freight

wax, powdered and evaporated milk to London and automotive spares to Rio de Janeiro. Our records of shipments encompass those weighing a pound or less to our largest single movement utilizing two aircraft which grossed almost 33,000 pounds.

Simpler Job

An air cargo agent's job was a relatively simple one in '47 or '48 compared with today's operation. First, there were considerably fewer rules, regulations, tariffs, and documentary requirements than now plague the industry. A shipper's request for a rate today may well necessitate the consultation of four or more tariffs, destination guides (for offline points), and miscellaneous other sources.

Second, there is much more phone work for the agents—information, rates,

routings, reservations or bookings, follow-ups, forwardings, etc. Four or five years back, the agent handled an average of 1.1 calls per shipment; at present, the average is close to six telephone calls handled per export air shipment. The outstanding reason for this is that the export traffic manager today is much better versed in the intricacies of air freight traffic and has learned to demand premium service of premium carriage.

Advent of IATA

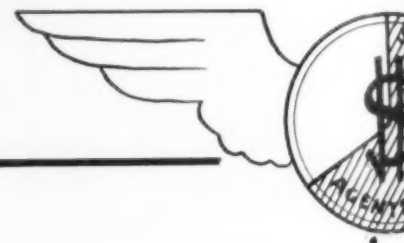
The airlines were almost wholly unsuccessful in convincing the oldline freight forwarding firms to accept an air cargo agency back in '47 and '48, and as a result another new industry was formed—the international air freight forwarder, or cargo sales agent. Of the original dozen or so appointed by the airlines, relatively few remain. The ranks of International Air Transport Association-accredited agents swelled in the heyday of the industry, and like mushrooms enjoyed a brief life-span.

It is reliably reported that in New York City, at the present time, the

(Continued on Page 31)

QUESTION: What percentage of the international air through air cargo agents and air freight

ANSWER: 62.63%



AIR TRANSPORTATION decided to determine what effect the IATA Air Cargo Agent and the CAB-approved International Air Freight Forwarder have on international air commerce—specifically on cargo flown out of the United States.

An airline-by-airline survey was the result.

Twenty-nine United States and foreign-flag air carriers were contacted. All but one provided precise figures, when available, or close estimates. The single airline not responding, a new transatlantic carrier, reported that no figures were available. Pan American World Airways and Panagra have been listed together for the purpose of this survey.

In about half the cases, the respondents offered bracketed estimates. In these instances, an average was struck. For example, Avianca estimated 80-85%. The chart therefore shows Avianca's figure as 82.5%.

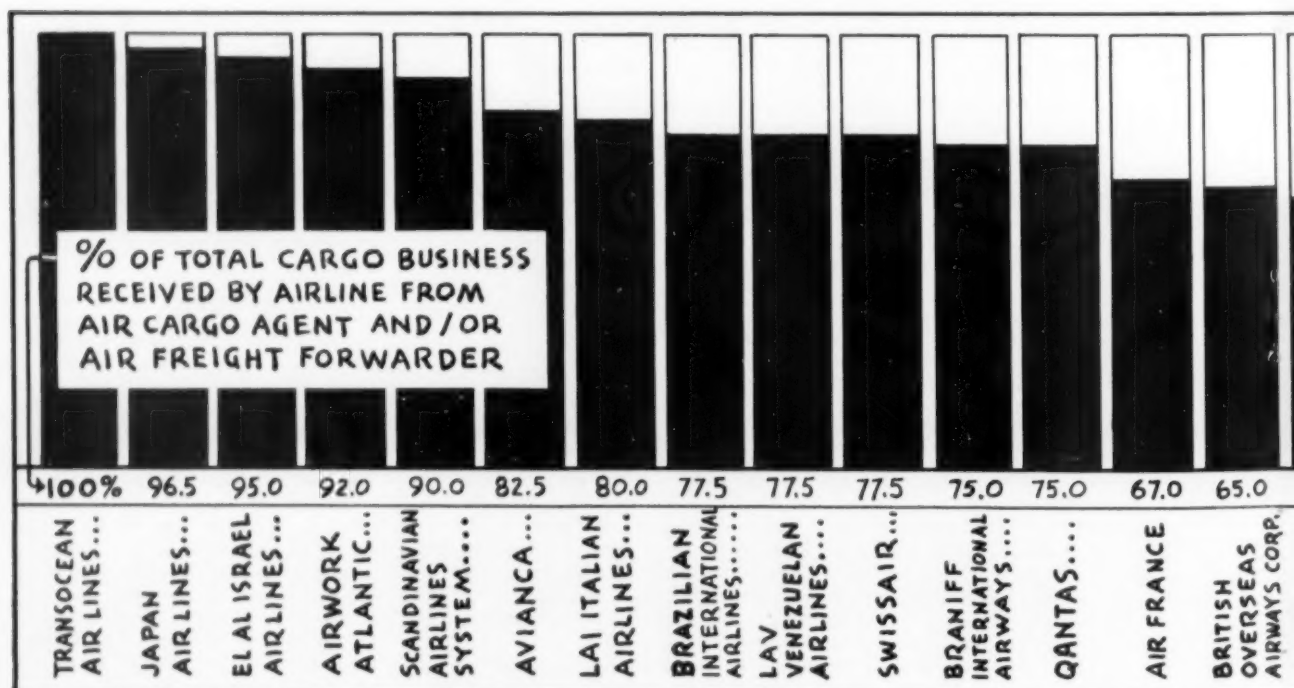
In every case, a responsible airline official was contacted for the statistics comprising this survey. The percentages appearing herein have been received from presidents, vice presidents, and cargo sales managers.

This survey does not take into account export cargoes hauled by domestic airlines from inland points and transferred to international air carriers at gateway cities. It covers only those shipments received direct by carriers leaving the United States for foreign destinations. Air shipments to United

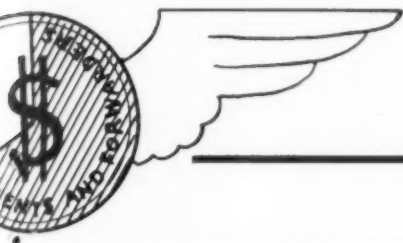
States territorial points are not included.

What does this survey prove? . . .

1. That a shade less than two-thirds of all the freight flown to foreign destinations come from air cargo agents and air freight forwarders direct or through them by instructions of the originating shipper;
2. That a fraction more than two-thirds of transatlantic cargo, nearly three-quarters of the transpacific cargo, and slightly more than half of the Latin American cargo are handled by these indirect air carriers;
3. That the air cargo agents and air freight forwarders form a potent force for the international airlines—far more potent than has been generally realized.



airlines' total United States export air cargo business is received
 ight forwarders?



Another AIR TRANSPORTATION Exclusive

TRANSATLANTIC

Forwarders and Air Cargo Agents . . . 67.40%

Direct Shippers 32.60%



TRANSPACIFIC

Forwarders and Air Cargo Agents . . . 72.33%

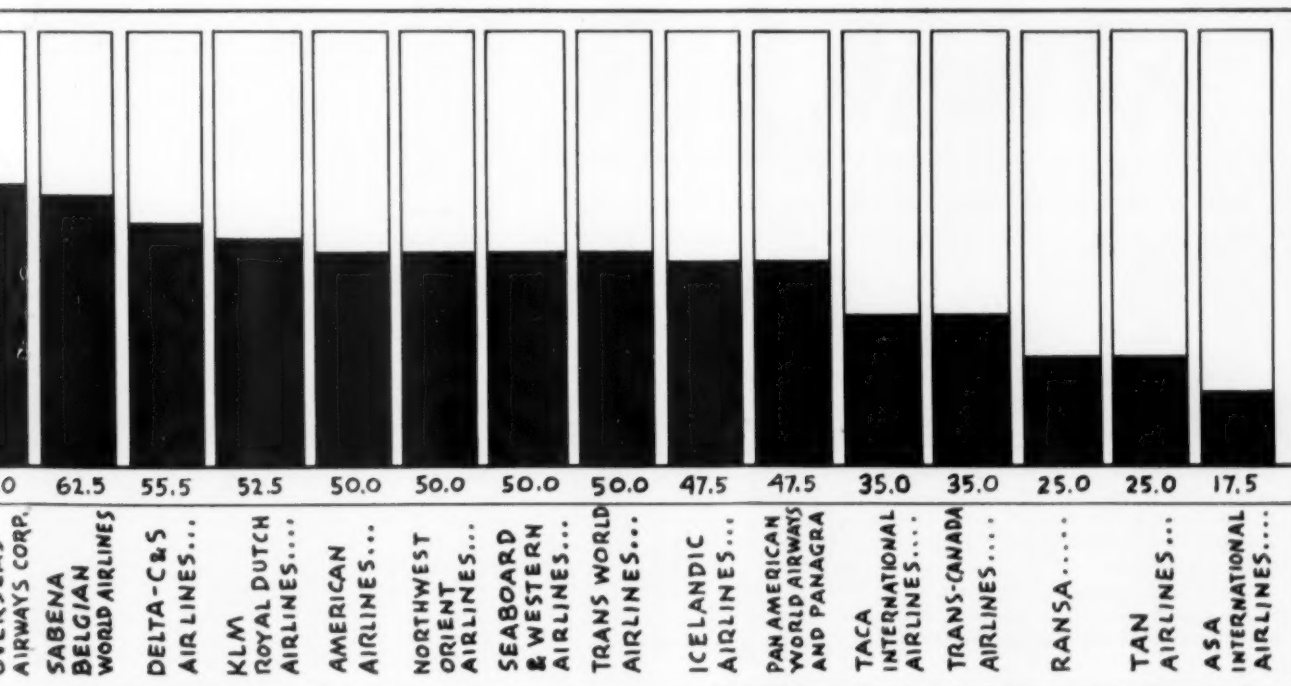
Direct Shippers 27.67%



LATIN AMERICAN

Forwarders and Air Cargo Agents . . . 51.59%

Direct Shippers 48.41%



LET'S CONSULT THE AIR SHIPPER

By **WHITNEY BOWLES**



AIR TRANSPORTATION is privileged to announce the publication of a new series of articles, of which this is the first, authored by Whitney Bowles, well-known air transport specialist. Mr. Bowles is head of the consultation firm of Air Transport Contract Services, located at 520 Fifth Avenue, New York.

It is significant to note that his past activities encompass both direct and indirect air carriers, which have given him an exceptional appreciation of the particular problems of each. He was owner-manager of one of the first post-war air freight forwarding firms, and later was responsible for the organization of the International Air Freight Division of the American Express Company. Turning his attention to the airlines, he successively served as a district manager for Philippine Airlines, international representative for Slick Airways, North American commercial sales manager for Scandinavian Airlines System, United States manager for Associated Latin American Air Services (a consortium of six Latin American airlines), and regional manager of Brazilian Airlines.—The Editors.

AS A CONSULTANT specializing in problems related to air transportation I talk with many people in specialized capacities related to the industry. Recently I had the opportunity of discussing some of the problems related to air cargo and publishing with Dick Malkin, executive editor of AIR TRANSPORTATION. At the time he was busily preparing material for this issue which is devoted to one of the major specialists in the industry, the freight forwarder. He was tabulating results of a survey to determine the volume of traffic received through this source by the airlines as compared to that received directly from shippers. Preliminary results (final results will be found on page 18 of this issue) indicated well over half of international air cargo moves through freight forwarders.

While this is a substantial tribute to the job being done by the freight forwarders, the results should come as a surprise to no one familiar with the situation because "we knew it all the time." Yet the fact seemed worth proving. Evaluation of these findings make it apparent that they should be of significant interest to the airlines as an index of the volume of traffic which they receive, or should receive, through this source.

But as important as these findings are to the airlines and the freight forwarder, what is being proved to whom and why? What other implications do these results imply?

I ventured the opinion that too often there seemed to be a tendency for the carriers and the freight forwarders to talk to each other on various matters of common interest, excluding the most important element in the industry—the shipper. The freight forwarder and the airlines (to the extent they have penetrated this market) get their revenue, and sometimes a profit, directly or indirectly from the shipper. The shipper (or the consignee) is the one who pays the freight.

Well, of course, the answer in part as Dick Malkin aptly pointed out, is the unfortunate necessity, which has existed in some cases, of having to prove to the airlines the importance (1) of air cargo in the first place; (2) the freight forwarder's essential function in servicing and developing this traffic; and last, but most important of all (3), the air shipper as the source of this traffic and revenue.

The obvious suggestion in connection with this and related problems was: "Let's consult the shipper and get his views and suggestions." Accordingly, at the request of AIR TRANSPORTATION, I have undertaken to examine some

(Continued on Page 32)

BOTTLENECKS

(Continued from Page 11)

where a charterer was never quite sure whether the aircraft he had accepted was going to perform the flight, we now have standards of operation and reliability that in many instances are equal to the scheduled airlines.

British charter companies owe a great deal to the activities of the Baltic Exchange and its members, and wholeheartedly support the efforts that are being made on the London market. Charterers also know that aircraft fixtures made on this market through reputable brokers have the backing of a sound organization which has the reputation of offering only the most reliable operators. The proud boast of the ship broker on the Baltic Exchange that his word is his bond has now been extended to aircraft broking and business is frequently concluded by word of mouth alone. The independent operators are now so firmly established that some of the very well-known shipping companies have taken an active interest in them. Fleets number anything between 20 and 40 aircraft, and recent additions that are being made to them include *Viscounts*, *Hermes*, *Blackburn Universal Freighters* and *Princess* flying boats which indicate the standing of many British charter companies.

Bulk loads of cargo and parties of passengers are now automatically offered on the London aircraft charter market and, although business does not materialise from every enquiry received, the proportion of fixtures made in relation to enquiries has increased from about 5% to something like 30%. This situation has not been achieved without a great deal of hard work, often in the face of considerable obstacles which today show a tendency to increase rather than decline.

Hindered Speed

In many instances, aircraft clearances take far too long to obtain. Whilst it is not suggested that aircraft should be allowed to fly anywhere at will, the machinery dealing with the granting of landing rights by some countries is extremely cumbersome. The commodity sold by air transport is speed, and many of the regulations governing pick-up and put-down rights, and also transit stops, are the very antitheses of this. Far greater regard should be given to the user of the aircraft who has to pay a comparatively high price for the luxury of speed.

Allied to this is the policy of some countries of refusing traffic rights for charter flights by foreign aircraft in an effort to protect the national airline. This tendency appears to be increasing

and is a restrictive practice of the most deplorable kind because it has the effect of limiting the development of air transport business. In the instances where this has happened of which I am aware, none of the traffic concerned has been diverted to the scheduled carrier, because it has either been found possible to perform the flight to another destination at which landing rights were granted, or else the business has been completely lost to air transport.

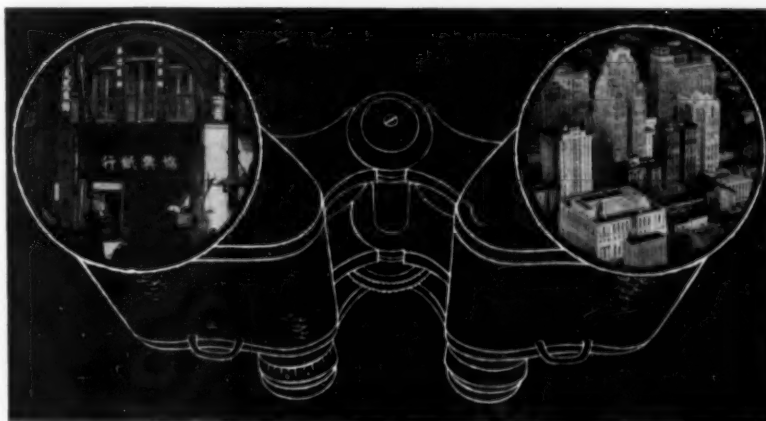
Another brake on the development of the business is the policy of some countries of compelling a foreign carrier, either airline or independent, to pay the national carrier a tax on any charter flight. This tax must, of course, be passed on to the charterer who therefore has to pay a higher price for the aircraft he requires, often by as much as several hundred pounds sterling.

Cabotage Laws

The regulations governing cabotage are another means by which the user of air transport may sometimes be obliged to pay a higher price or go without. No doubt these regulations were designed with the very best of intentions, and I do not suggest that the cabotage laws should be swept away with unlimited freedom of the air given to all operators; but air transport is international, and cabotage rules ought not to be enforced between two places many thousands of miles apart on opposite sides of the globe.

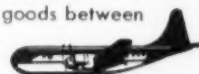
The primary interest of a broker must be towards the clients on whose behalf he obtains air transport, and consequently his initial concern must be to satisfy their requirements. In Britain charter and scheduled airline operations work quite smoothly side by side, and I think they are complementary to each other; but throughout the world there appears to be a tendency to disregard the user and to tell him what he is going to have rather than try to give him what he wants.

Many of the major airlines are interested in charter operations and actively engage their aircraft in this type of work. Some are represented on the Baltic Exchange, and the standard they set in carrying out charters is very high indeed; but unlike privately owned aircraft which must secure either outward or homeward revenue in order to offer one way rates, the scheduled carrier has the right to block off a service aircraft and sell it as a complete charter at a lump sum well below that which would have been received if the aircraft had been filled with individually paying passengers. This does mean that the scales are weighted rather heavily against the private carrier who is prevented by law from soliciting individuals or several small parties of passengers,



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airFREIGHT Dept., Atlanta Airport,
Atlanta, Georgia

or grouping together cargo from a number of different shippers. The aircraft of the private company must only be available to one charterer at a time. Consequently because of either the absence of revenue in the direction required or, as is frequently the case, the difficulty of combining loads in opposite directions, a private operator must quote a round-trip rate which includes the cost of dead mileage and therefore may not be competitive with a scheduled airline whose aircraft has already been put into position by its earnings on a scheduled flight.

"Essential Feature"

It is well appreciated that scheduled airlines, being common carriers, have obligations to the general public and must run their services as advertised, regardless of demand; but is this system of blocking off an aircraft really anything more than a guise to lower published rates? As a means of providing cheaper transport, I am not opposed to this system, but in fairness should not independent operators at least be allowed to group from more than one charterer on the understanding that they do not perform a scheduled service but the aircraft departs as soon as it has been filled? To my mind, this is an essential feature of an aviation market.

In London there is a growing tendency among cargo agents for more co-operation from the airlines. To the average-size agent, 5% commission is an inadequate recompense for the specialised organisation he must set up. It is appreciated by many that this commission would be difficult to increase, but there is some feeling that it is high time the airlines came out of the forwarding business and ceased to compete in this field with the agents. This would mean that no freight would be accepted by a carrier direct from a shipper and would require considerable overhauling of the existing list of agents, with a pruning of much of the deadwood which all airlines admit exists. Agents could, perhaps, be graded according to the extent of the services they offer and shippers provided with lists of approved agents from which to choose.

All airlines say that they would rather accept traffic from an efficient agent because this makes the airlines' job far easier, and it would certainly have done something to prevent the situation which arose at London Airport some months ago when, during a dock strike, airlines were inundated with cargo which had not been booked and had mostly been sent in by direct shippers. Surely such a system would save every airline a great deal of money and effort, and would ensure the good

will of agents who would be able to develop a more profitable business than exists for many of them at the moment.

The restrictions which at present exist in the business contradict the efforts which are being made to expand it and may, in time, have an effect on the good will of the users of air transport who are likely to be exasperated when their natural desire to obtain an economical rate is frustrated. It is not sufficient to introduce tourist fares and cargo commodity rates, and then exclude traffic which is willing to be flown but cannot pay these tariffs. This is exemplified by the transatlantic student traffic which is declared as not being bonafide charter work unless the students are all members of one college instead of one university. Obviously this decision prevents parties of suitable numbers from being organised, but it does not achieve the result of forcing the passengers to pay the advertised fares. When they are prevented from accepting charter rates that can be obtained, many are compelled by economic circumstances to travel by sea.

This business, which although still in its infancy, is beyond the teething stage. It has a tremendous potential future, but shows signs of developing on the wrong lines. The purchaser of air space is entitled to more consideration than he is given by the policy makers. It is essential to build up a vigorous and healthy business which can stand on its own feet without being subsidised, and which is also strong enough to withstand some of the shock of international trade depression. The aeroplane which has made national barriers out of date, faces obstacles in the commercial field which are often artificial and must eventually collapse under the pressure of progress. The time is ripe for a global policy on air transport that will put an end to some of the existing measures which stifle competition and in consequence the expansion of the business. No doubt some preferential terms will always exist, but the situation is developing far beyond this and can only be harmful in the long run.

Benefit of Market

Much could still be learned from the years of experience which lay behind the shipping industry, and I believe more freedom of operation would result in additional traffic to air transport as a whole in which all concerned would automatically share. On the Baltic Exchange we have a system which, to some extent, is based on the submerging of the individual company interest for the benefit of the aviation market as a whole. Without the recognition of this factor and the free exchange of information the market would never work

as efficiently as it does, nor occupy its present unique position in shipping and aviation. All members benefit considerably from cooperation with each other, and I believe it would be to their detriment to operate as isolated units.

KERNER ARTICLE

(Continued from Page 14)

The CBFAA is proud of its record of cooperation and assistance in the promulgation of reasonable regulations which give to the Government the protection it seeks without imposing undue restrictions and inconvenience on the free flow of trade.

The CBFAA is also frequently consulted by foreign governments, banks, and others in international trade. Its membership list is in the files of all important segments of the industries concerned in exporting and importing, and is regarded as the *Who's Who of Customs Brokers and Foreign Freight Forwarders*.

Through its National Advisory Committee, which consists of representatives of practically every local industry association, the CBFAA is kept posted on local conditions and is able to adopt truly national policies, as well as to assist in the solution of local problems.

In the early days of organization of air transportation (and it is still in its infancy), it was viewed by many with awe and trepidation. Here was something new . . . "We must have new rules. We must learn how to ship in this way," etc.

The forwarder and customs broker, however, took it in stride. He and his forebears had shipped by canoe, sailboat, steamer, and even submarine. To him, they are all just vehicles and the airplane's just another of the same.

Over the centuries, vehicles have constantly changed, and are still changing, but the basic time-honored rules are still substantially the same. Actually, the only difference in vehicles is one of capacity and speed. Since "speed" has always been the "middle name" of a forwarder, for him there has been no real change whatever.

Air executives—passenger-minded, for the most part inexperienced in freight handling and overcome with the glamour of flying—felt that they, like their craft, were above everything and everybody. They looked down long noses at people who had spent lifetimes in cargo handling and contemptuously attempted to ignore rules and procedures which had been tested and proven for centuries. Bit by bit, fighting every step of the way, they are gradually being forced to realize that they are not celestials, but merely carriers.

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together in IATA, have insisted upon doing things the "hard" way, and thus have not only impeded progress but have stunted their own growth as well.

Witness the long battle for regular all-cargo air service. Only when threatened by outsiders with the loss of substantial business did they realize that cargo might very well be destined to exceed passenger traffic as a source of revenue to, and development of, air transportation.

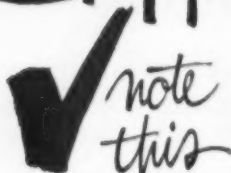
An instance of their determination to overthrow time-proven customs and procedures occurred a few years ago when IATA attempted a monopolistic rule by which its members would only undertake to collect cartage charges from consignees, if such charges were made by its own truckmen. At a formal hearing before the Civil Aeronautics Board, it was demonstrated that all other carriers had, from time immemorial, not only collected cartage charges, but also many other charges for anyone concerned with a shipment. In fact, the practice was so well established that provision for the collection of such charges was, and still is, incorporated into the printed form of the Standard Bill of Lading. IATA was compelled to conform to the rules governing all other forms of transportation.

Many Elements

IATA must sooner or later learn that foreign trade, like a machine, consists of many elements and industries. Each of these (and this includes IATA) is only a part of the whole. Unless all can work together in harmony, successful operation is impossible.

Very early in its existence, IATA demonstrated its recalcitrance. When it first started setting up its cargo agency program, the CBFAA offered its cooperation and advice. Particularly, the CBFAA offered information in its files to aid in the selection of responsible agents. The Association made it clear that it only wanted to be help-

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ful in nursing an infant industry toward maturity, and IATA could accept or reject any suggestions at will, without causing any ill feeling or resentment.

All offers of assistance were cavalierly rejected. The result? In its initial operations, IATA airlines suffered great inconvenience and financial loss through the selection of fly-by-night agents, with no record of experience or responsibility.

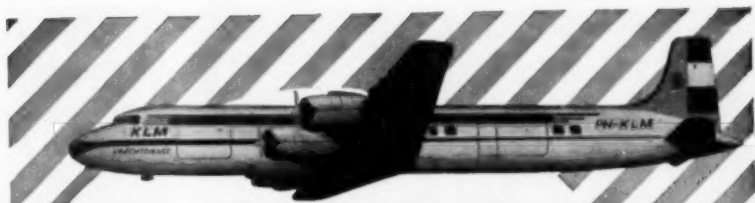
Subsequently, IATA decreed that only such agents that produced a freight revenue for its members, satisfactory to IATA, could continue to receive freight commissions, and proceeded to cancel agency agreements on a wholesale scale.

From the beginning, it has been the suggestion of the CBF&A that IATA rules applying to payment of freight commissions should be substantially the same as those which have been in effect for over a century with ocean carriers. This suggestion is squarely in line with the policy of the CAB to follow the regulations of other Government agencies concerned with regulation of transportation, such as the Interstate Commerce Commission and Federal Maritime Board. This policy is the only one that Government can follow, unless it wishes to have international commerce lost in a hopeless mass of confusion.

Commissions

On the subject of freight commissions, the Federal Maritime Board has repeatedly ruled (and its rulings have been upheld in both the Federal District Court and the United States Supreme Court) that any concerted prohibition against the payment of brokerage (freight commissions) results in detriment to the commerce of the United States in that it has had and will have a serious effect upon the forwarding industry.

The forwarding industry is in duty bound to protect the interest of its clients, the shippers; and to do this it must retain its absolute independence



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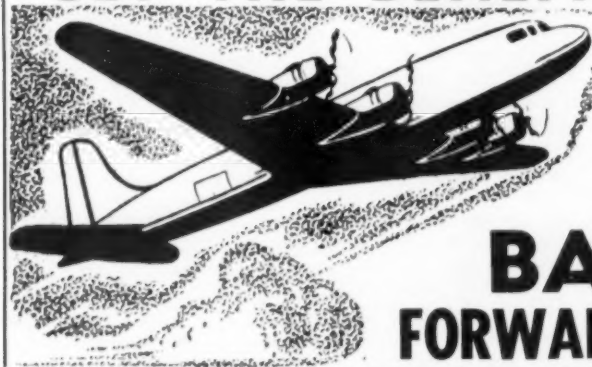
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CUT AIRLINE COSTS

(Continued from Page 15)

The indirect costs indicated here are staggering and make up a large part of the total operating expenses. These

indirect costs include sales, traffic, pickup and delivery, cargo handling, loading and unloading, accounting, collections, claims, and other related costs. The reduction of these costs must come about to save the air freight industry. If it is not done, it will continue to be "sick" for a long time to come.

The reduction of these costs can come about only by the elimination of the wasteful duplication of expenses presently in existence in the organizations of all domestic air freight carriers. Each carrier has its own elaborate Sales Department. Each carrier has its own elaborate Traffic Department. Several carriers have their own pickup and

delivery service, which in many cases either is losing money or does not render the all-around service necessary to the full development of air freight. Each carrier has its own loading and unloading personnel, cargo handling crews, bill cutters, collection people, cargo claims department, and many other unnecessary duplicate expenses.

Right here we must differentiate between domestic and international freight. Many of the international direct air carriers exemplify the point I am trying to make. They have come to rely on obtaining their freight from forwarders and approved agents, and have thus eliminated large numbers of sales, traffic, and ground-handling personnel.

Very few international carriers offer pickup and delivery service as such. Most international carriers at the important gateways ordinarily turn over their air freight calls to the forwarders or agents. This is done purely and simply for the economic reason that they save money by doing so. If they were to set up elaborate organizations, such as the domestic air carriers', we would not have developed international air freight to the extent we have today, and the future would not be as bright. It is definitely true that most international carriers can realize further efficiencies through greater use of forwarders and agents; however, the die is cast and the trend is toward this goal.

Speed of Handling

Domestic air freight forwarders can do an even more important job for domestic direct air carriers than international air freight forwarders can do for international direct air carriers from a cost standpoint. The reason is a difference in speed of handling necessitated by the competitive characteristics of a shorter haul. Speed plays a more important part domestically, and when you speed up any operation, costs increase proportionately.

The forwarder can reduce these costs more than the direct carrier because he can spread them out over a more diversified operation. When he picks up from a shipper, he picks up not only for the combination carriers, not only for the international carriers, not only for all-cargo carriers, but for all of them at the same time. When his Traffic Department services shipments, they are not just for one direct air carrier, but for all direct air carriers. The same is true for solicitation. The same is true for collections, accounting, etc.

Domestic air carriers and air freight forwarders must learn to trust each other more, to depend on each other more, to share their expenses with each other. There is much more the for-

(Concluded on Page 30)

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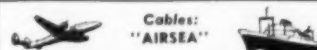
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- *Overton & Company
24 State Street
- Pace Shipping Co., Inc.
11 Broadway
- *Pan American Marine Corp.
683 Fifth Avenue
- Penn Shipping & Forwarding Co.
225 W. 34th Street
- Pitt & Scott Corp.
25 Beaver St.
- *Roberts, Reilly & Sons
120-82 Queens Blvd.
- *Schenkers Intl. Forwarders, Inc.
8 Bridge St.
- Triangle Forwarding Corp.
15 Whitehall St.
- *Penson & Company
11 Broadway
- Phoenix Shipping Co., Inc.
21 State Street
- S. H. Pomerance Co., Inc.
11 Broadway
- Porto Rican Express Company
145 Sixth Avenue
- Premier Shipping Co., Inc.
115 Broad Street
- *Progressive Forwarding, Inc.
24 Stone Street
- Rediker Air Cargo, Inc.
281 Church Street
- Republic Carloading & Distrib. Co., Inc.
168 Twelfth Avenue
- *Roberts, Reilly & Sons
120-82 Queens Blvd., Kew Gardens
- *H. W. Robinson & Co., Inc.
15 Whitehall Street
- *Rohner, Gehrig & Co., Inc.
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47-51 Pike Slip
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18 Pearl Street
- *R. J. Saunders & Co., Inc.
24 Stone Street
- Schenkers, Internat'l Forwarders, Inc.
24 State St.
- *J. D. Smith Inter-Ocean, Inc.
53 Broadway
- W. O. Smith & Co., Inc.
25 Water Street
- *Milton Snedeker Corp.
44 Whitehall Street
- *S.C.T.T., Inc.
44 Whitehall Street
- *Star Shipping Agency, Inc.
24 Stone Street
- Stark Air Shipping, Inc.
120 Wall Street
- *Sun Transporters, Inc.
45 White Street
- *Terramar Shipping Co.
15 Moore Street
- Thomson, Jacobs & Moran, Inc.
42 Broadway
- Tidewater Forwarding Co., Inc.
350 Broadway
- Transco International, Inc.
788 Sixth Avenue
- Trans-Iberia Express, Inc.
15 Whitehall Street
- Transworld International Service Co.
333 West 52nd Street

*Trans-World Shipping Corp.
35 S. William Street
Triangle Forwarding Corp.
15 Whitehall Street
United Forwarders Service
25 Beaver Street

*United Transcontinental Corp.
245 Hudson Street

*Uno Shipping Co., Inc.
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Unsworth & Co., Inc.
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Vairon & Co., Inc.
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*Wedemann & Godknecht, Inc.
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27 William Street

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*Peter A. Bernacki, Inc.
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*Davies, Turner & Co.
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*Chas. Kurz Company
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American Express Co., Inc.
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*Fritz & Co., Arthur J.
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Global Air Cargo
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*Harper, Robinson & Co.
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*Hawalian Freight Forwarders, Ltd.
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*International Expeditors, Inc.
461 Market St.

*Judson Sheldon Division
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CUT AIRLINE COSTS

(Continued from Page 26)

warder can do than just the solicitation of freight. By more complete use of the forwarder's facilities many cargo handlers, cargo agents, traffic clerks, billers, raters, etc., could be eliminated.

Of course, it will not be done until some one carrier takes the lead. It will be that carrier who gets to the point where he is so anxious to make money that he will take advantage of this avenue to efficient operation and profits. This is a sure way of bringing about a new and healthy industry and fulfilling the great potential that so many of us know exists. • • •

ONE CALL

(Continued from Page 16)

ume space on regular scheduled direct air carriers, the forwarder, getting the volume rate, apportions the space among a number of shippers, passing savings along to them and making it possible for them to send smaller shipments by air economically.

There is, too, a flexibility inherent in the way the air freight forwarder operates. Owning no equipment of his own, he has all the facilities of all the air-

lines at his disposal; he can quickly reroute his shipments when weather or other conditions over which he and the direct carrier have no control make this advisable. In the case of AEI, the more than 300 branch offices and managing agencies throughout the world offer infinite possibilities in choosing the most direct or most expeditious routings. Our fully owned subsidiary, Surface Freight Corporation, is prepared to expedite water cargo in the same manner as the parent firm does for air cargo. The combination makes it possible, when desirable, to offer combined air and ocean movement.

What has this to do with "generating previously non-existent air freight markets" and what is the effect on the shipper? Everything!

Consider, a short time ago, the apathy of the shipper to air movement; consider the lack of interest of the airlines in cargo and their preoccupation with passengers. Then read the headlines today. See that a new firm is inaugurating all-cargo flights; note that the airlines are adding new equipment to increase their cargo-carrying capacity; look at the plans and actual installations at airports throughout the country for the speedy loading and unloading of cargo. The industry, as my opening paragraphs stated, is aware

that a vast amount of this new appreciation is due to the unflagging sales job forwarders have been and are doing.

The shipper obviously gains in having all these additional facilities available. The greater volume generated by the forwarder for a particular destination will result in more frequent flights to that point—daily flights, say, instead of once a week. The lower minimum weights—in the case of AEI only 50 pounds for many commodities—obviously enable all shippers to use air for movement of more shipments.

It is essential also that new cargo, additional cargo, be generated so the best rates can be offered shippers. For only with volume cargo to handle can the forwarder arrange for the volume space which he distributes to users of his services at a saving. So also with the special low rates enjoyed by those shippers with products qualifying for specific commodities.

Air shipments via scheduled direct air carrier by any means offers shippers speed; elimination of the need for heavy inventories; the opportunity to ship abroad in regular domestic packing with obvious savings in weight and labor; less breakage and pilferage. To these the freight forwarder adds the convenience of "one call, one responsibility," and lower rates. • • •

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HOW WE DID IT

(Continued from Page 17)

IATA airlines employ between 130 and 150 cargo agents. All airwaybill agents will agree that this figure is entirely too high. In addition to this number are those agents of the airlines who process "Letters of Instruction," and are called LOI Agents. They collect the same

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etc., Dyson made a bid for the charter market and successfully negotiated many full plane loads last year and continue to do so this year. We have arranged "round-robin charters," both transatlantic and transpacific, as well as two round-the-world charters in the past year.

The start of this year saw a new development in the air charter business (or, as friends across the sea would say, airbroking) with the advent of an Air Charter Bulletin. Its primary object is to acquaint the prospective shipper with the potential; the carrier, with the objective.

Last year, in order to facilitate and correlate the availability of cargo aircraft, we designed a control board. Posted on this board is every aircraft made available to the market for cargo charter. All scheduled flights are posted as well as those nonscheduled flights which the carriers are desirous of filling. The airlines have taken a great interest in this operation and have subscribed wholeheartedly, since it is designed to work in their best interest.

The board portrays a 30-day picture and is changed daily or even hourly, depending upon receipt of information from all over the world. We regularly receive postings from the Baltic Exchange in London and frequently from agents in Italy, Canada, Hongkong, etc. The bulk of our activities has been in connection with flights to and from Europe, the Middle East, and the Orient, or within those areas. Northbound and Southbound traffic in this hemisphere does not lend itself to economical chartering, since there are virtually no Northbound loads offered.

This industry has a long way to go, and I am convinced that experienced freight forwarders will show the way.

• • •

LET'S CONSULT

(Continued from Page 20)

of these problems primarily from the shipper's point of view, with the object of bringing the shipper's needs and requirements into sharper focus and bringing carrier and freight forwarder in closer touch with this important touchstone of the industry.

Preliminary survey of representative firms in a cross-section of industries which are regular purchasers of air cargo service produced interesting comment. Perhaps typical—certainly im-

portant because of the frequency this comment is made—was that by E. A. Whitehouse, traffic manager, E. R. Squibb & Sons, to the effect that "they change the rules too often without consulting the shipper." Others voiced similar opinions. Similar comment along this line indicated that "we ought to have industry (shipper) representation on IATA," and "there should be a shipper's advisory board for the industry." A parallel was drawn with some of the steamship conferences which, it was indicated, acted in some cases without sufficient reference to the shipper and his interests.

Eight Questions

In making the initial approach to these and related questions, perhaps it will be helpful first to answer these questions:

▶ Who is a shipper in terms of the individual with whom personal contact can be made?

▶ What are his special problems and needs?

▶ How are they being met by the industry?

▶ Can the service being rendered be improved?

▶ From the shipper's point of view, is the industry, as a whole, meeting with adequate service and facilities the total needs of the air shipper, domestically as well as internationally?

▶ Are the local service airlines meeting the challenge of the local shipper?

▶ Can the freight forwarder increase his business by being of greater service to both shippers and airlines in domestic as well as international traffic?

▶ What new merchandising aspects of airborne goods can the industry, as a whole, develop to open new markets for manufacturers with ever-expanding production in order to increase the general level of activity and overall volume of traffic and revenue?

Space, of course, does not permit even a partial answer to all these and related questions at this time. So let's consider the first questions: *Who is a shipper in terms of the individual, and what are his special problems and needs?*

While shippers are thought of sometimes and filed for reference by airlines and freight forwarders by the frequently impersonal company, firm, or corporate name under which they do business, they are, of course, managed and run by specific individuals. And while the decision and detailed follow-through necessary to ship by air may frequently be made and handled by several individuals so that it could not

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be said that any one person was the controlling factor, each of these people has his separate, personal identity and individual problems and requirements according to his department—whether it be top management, advertising, sales or traffic. Frequently the traffic department, more particularly the traffic manager, and specifically his assistant or some other individual specifically responsible for handling air shipments, is the only individual thought of as the “shipper.”

Proof of Research

Market research clearly shows that the decision to use air cargo service frequently involves several department heads and others, as well as the traffic and shipping departments, to give effect to this decision once it is made. The case of a machine tool manufacturer is typical. In this case the Parts Order Section of the Sales Department which reports to the sales manager assigns priority of shipments. Routing is made according to customer preference with considerable discretion exercised in designation of type of shipment to be made. Special problems in routing are referred to the traffic manager. Once the decision to ship by air and the appropriate routing is made, the order is filled by the stock room and sent to the Shipping Department where the shipping clerk arranges details for delivery to the carrier. In this case, a minimum of four departments and a like number of individuals acting on behalf of these departments, plus the customer, are involved under the general designation of the “shipper.”

In addition, the “shipper” is only half the combination required to make a shipment. There must be a consignee. So considered the consignee must be included along with the shipper as the complete identity responsible for originating and making a shipment. As a matter of fact, it is the consignee who frequently “originates” the shipment through his purchase order to the supplier who is the shipper. As with the shipper, the consignee frequently represents a group of individuals, their needs and requirements according to their function, as well as the ultimate user of the goods shipped, when it is someone other than the immediate buyer and consignee.

Accordingly it is apparent that a relatively large number of individuals in different capacities and function go to make up the single entity referred to as the shipper. Perhaps this is straining at the obvious. However, when the needs and requirements of this composite entity are broken down and examined, it becomes apparent that the

“shipper” is no simple organism or organization, but a complex composite of many individuals whose decisions and action can and do affect their company's use of air freight, choice of freight forwarder, and carrier. The controlling factors in such decisions being the individuals' special problems and needs.

Consideration of the export traffic manager and his problems in connection with the third question (*How are they being met by the industry?*) in relation to the function of the freight forwarder will provide a specific example. It is his responsibility, and that of the people in traffic and shipping, to see that a shipment is properly made and delivered as quickly as possible in good condition to the proper party at the right destination. The freight forwarder as a specialist in these matters may be called upon to handle all or part of this responsibility, depending on the size of the Traffic Department, its normal volume of air freight, the procedure usually followed, and other considerations.

It would be repetitious of the obvious to list the many vital functions and services which the freight forwarder can and does perform under such circumstances, the purpose being rather to show that the freight forwarder functions as a specialist to fill specific needs and requirements of the shipper—in this case the export traffic manager. It should be mentioned in this connection that the airlines also provide some of the same services and information, can and do fill some of the same and similar specific needs of the export traffic manager, in addition to actual direct transportation.

Use of Specialist

It is common practice today to turn over special problems in advertising, law, auditing, and public relations to specialists in these fields. As with the freight forwarder, who is a specialist in his field, the decision to turn over these and other problems to a specialist should be based on evaluation of the facilities for achieving the desired objective efficiently and profitably. Once the decision to utilize a specialist is made, whether in freight forwarding or some other area, the selection is most important. There are large and small specialists in all fields, including freight forwarding and the airlines themselves. Selection should result in the choice of specialist that can best serve the specific needs of a given situation.

Again the purpose is not to inventory such services and facilities as now exist, and are commonly known, but

CONGRATULATIONS

(Continued from Page 10)

Pan Am: Malcolm B. Mackathorne appointed station manager at Port-au-Prince.

Panagra: James K. Butler, superintendent of stations, elected president of the American Society of Peru.

Riddle: Norman H. Golden (ex-Pan Am) appointed chief engineer.

Foreign Airlines

Air France: Claude Arthur Hutt named representative in Atlanta.

SAS: Gustav Wedell, president of East Asiatic Company of New York, elected chairman of the board.

Aircraft

Fairchild: Edwin A. Speakman, general manager of the Guided Missiles Division, elected vice president.

Piasecki: Re-elected officers were: Don R. Berlin, president and chairman of the board; Wesley R. Fryszacki, vice president-secretary; Harry S. Pack, Lee L. Douglas, Gareth W. Speer, and William Davey, vice presidents; Hamilton W. Lord, controller; John O'Hara, assistant secretary.

Facts and Figures

United States Airlines

American: During the first quarter, AA flew 14,775,000 ton-miles of freight, an increase of 12½% over the January-March, 1954, period. Express and freight revenues increased from \$3,681,476 to \$4,233,152.

Eastern: Net earnings for first quarter, after taxes and depreciation charges, were \$2,348,000 (94¢ per share), compared with \$1,139,000 (46¢ per share) for the same three months of 1954.

Flying Tiger: April business volume of the Contract Division was estimated at \$700,000. Second quarter volume of this division is expected to exceed \$2 million—approximately 25% above the total for the first quarter.

New York: The helicopter airline hauled 159,450 pounds of express and 359,360 pounds of freight last year.

Northwest: Revenues in January-March from the carriage of freight, ex-

(Concluded on Page 34)

to inquire whether they are as adequate as they could or should be, particularly: *Is the industry filling the bill completely in accordance with shippers' requirements and the industry's self interest and ability to do so?*

Some of the answers to this basic question considered in the light of the questions already raised, and others, will be considered in subsequent articles. Meanwhile, your problems, particularly as a shipper or as they affect the shipper's interest, are invited for consideration and inclusion in this series where possible. • • •

press, and excess baggage reached \$1,346,950, compared with \$1,008,929 for the same quarter a year ago.

Pan American: Latin American Division's first-quarter cargo shipments showed an increase of 14%—5,835,500 pounds as compared with 4,975,138 pounds for the same period in 1954.

Riddle: A 20% rise in freight carried is reported for the first quarter. A total of 5,533,029 pounds were hauled in comparison to the 4,665,678 pounds flown between January and March, 1954. . . . Accumulated earnings for the first nine months of the fiscal year (July 1, 1954-April 1, 1955) amount to \$96,398.85.

Seaboard: Freight ton-miles flown during the first quarter showed an increase of 55% over the same quarter last year (2,838,850 ton-miles in contrast to 1,834,868 ton-miles).

United: April express ton-miles (979,000) rose 30% over the same month a year ago, and freight ton-miles (3,325,000) increased similarly.

Foreign Airlines

BOAC: Fiscal year ending March 31 showed a 3% increase in cargo traffic between New York and London. Freight rose from 775,172 kilos during the previous fiscal year to 798,771 kilos. East-bound cargoes totaled 462,372 kilos; West-bound, 336,399 kilos.

Japan: A sharp increase in cargo volume was reported for the month of February. Total of 43,896 pounds was hauled, contrasted with 9,791 pounds in the same month a year ago.

Swissair: The 6,700,298 ton-kilometers flown in March represented a 36% increase over March, 1954. Cargo volume (637,312 kilos) went up 30%.

Aircraft

Lockheed: First-quarter profits are expected to reach \$4.6 million, within 4.2% of last year's all-time company record.

Services

BOAC: Stratocruiser service from Chicago to Glasgow and London, via Montreal, has been resumed. . . . Summer transatlantic schedule is heaviest in the company's history, with 17 flights a week.

Pan Am: First daily international service out of Chicago inaugurated June 1. . . . Transatlantic all-cargo flights now on a three-a-week basis. Departures from New York on Wednesdays, Thursdays, and Saturdays.

Sabena: New service to Beirut, Lebanon announced recently. . . . Summer schedules include new services to two German cities: Stuttgart and Dusseldorf.

TWA: Chicago, St. Louis, and Kansas City now receiving *Super-G Constellation* service.

United: First nonstop flights from New York to San Francisco (8½ hours) inaugurated last month. DC-7 equipment used.

Note to Readers:
Because of the special nature of this issue, Come 'n' Get it has been omitted. It will be resumed in the July issue.

NEW EQUIPMENT FOR THE *Shipper & Carrier*

Truck-Man Division, The Knickerbocker Company: A new two-ton high-lift for factory or warehouse is announced by the manufacturers. Power steering is furnished as standard equipment on the truck. All dials, gear shift, and mast controls are on the instrument panel at the operator's finger tips. This arrangement also leaves the floor area uncluttered and makes it remarkably easy to get on or off the truck from either side. The truck is powered by a 40 brake horse power, four cylinder, overhead valve, Ford industrial engine. The company states that the extra horse power allows the engine

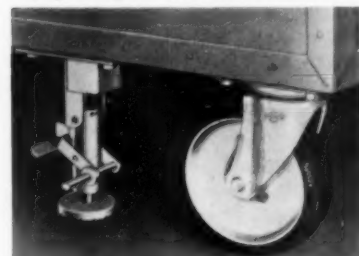


to operate at more efficient speeds which results in operating economy and decreased maintenance. Extra wide tires, front and rear, provide the traction to take full advantage of the extra power. In addition, the greater tire area reduces floor loadings.

For safety and top visibility on both sides and forward, the driver sits in the center of the truck. An extremely rigid tilting mast, (10° backward and 35° forward) 6" of free lift and a speedy lift allow the operator to keep the load under control at all times. Only 38" wide with a 50" wheelbase, the truck has a 2" inside and a 75" outside turning radii. Intersecting aisles may be as narrow as 68" according to the manufacturer. The standard truck has a lift of 108" but others may be ordered special. The 4,000 pound rating is based on a 24" load center with a 25% overload capacity guaranteed. Other features include a heavy duty Timken drive axle; oversize clutch; a two-speed transmission, forward and reverse, with speeds up to eight miles per hour in either direction; extra large double acting hydraulic brakes and honed lift and tilt cylinders.

The Bassick Company: A new retractable position lock for casters trucks which the maker claims allows 200% more ground clearance has been introduced. Designed for use with Bassick's 6" and 8" H99 Series industrial casters, the new posi-

tion lock offers 3¼" ground clearance when retracted in contrast to 1" clearance afforded by other types. This extra height enables the lock, when retracted, to clear floor obstacles without hindrance, making it ideal for use on scaffolds, floor trucks, engine stands and similar portable equipment. The manufacturers state that this new device locks and releases with minimum downward foot pressure on accessible, easy-operating control levers. Positive lock-



ing action insures safe and secure positioning of equipment. Retracting action is controlled and safe. Thick friction facing of lock is resilient, oil-resistant neoprene, which grips floor firmly yet cannot mar the finest surface.

Behr-Manning: A new adhesive paper tape has been designed for industrial holding applications which require high strength and high adhesion with a total freedom from adhesive deposit. Field testing has indicated its fitness for such uses as holding protective coverings during manufacture, storage or shipment of machine tools and other heavy equipment; and in sealing of fiber tubes, cartons and other containers. This tape, designated as No. 131 Behr-cat Flatback, has a minimum tensile strength of 45 pounds, more than double that of standard paper tapes. This property is attained by use of a backing made of four-mil rope stock, and matched by an adhesive strength of 65 ounces per inch of width. Elongation is 5%. Total thickness is eight mils, and the tape withstands temperatures up to 250 F. The tape is manufactured in 60-yd. rolls in widths from ¼" to 3" with greater widths available on order.

Ideal Stencil Machine Co.: The company has developed the Ideal Quarter, a new stencil cutting machine with ¼" characters. Modern in design, incorporating the features of the larger Ideal machines, this unit will replace labels, tags, and stamping methods when marking, addressing and coding of small containers



is required. The automatic carriage assures absolute parallel lines and positive character and word spacing. It is reported that with the Quarter, it is possible to cut more than 200 characters in a 4" x 6" area; 43 letters per running foot and 10 lines per 4" depth. It is available with special hardened punches and dies for cutting soft metals. The Quarter is 19" x 19" x 12" high and weighs 70 pounds.

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